

## **HOME BASE**

Americans have fought their way back from tough economic times but the deck is still stacked for those at the top. I'm running for President because everyday Americans and their families need a champion and I want to be that champion. When our families are strong, America's strong.

It's not enough that corporations are raking in record profits and that CEO pay is through the roof, your family needs to be able to get ahead too. You need to have a little more so you can worry a little less. We've got to make being middle class mean something again in this country.

(You should be able to have some savings you know you can fall back on, put money aside for retirement, pay off your student loans, start a small business, be able to give your children choices for their future.)

Now, I know it's not going to be easy. We face some pretty powerful forces. But I've spent my whole life fighting for children, for families, standing up for America. And I think people know...I don't quit.

For me, it isn't enough for American families just to get by, you deserve to get ahead and stay ahead. It's your time.

## **SO WHAT WOULD YOU DO...**

Well, too many of our policies are built for yesterday instead of tomorrow. The oil companies, the pharmaceutical companies, the hedge funds — these guys have already made it. We've got to focus on solutions for the new challenges we face.

For example:

- Unleash small businesses — and help them compete against the big corporations — slash the red tape, get access to credit, and get their products to market and compete overseas. We should once again be the number one country in the world in new business start-ups.
- Make America the clean energy superpower of the 21st century. Why are we letting the Germans and Chinese outcompete us?
- Rebuild our economic infrastructure, so we can power our future. That means expanding broadband to every corner of the country and upgrading our power grid to power the devices you're using in your hands and your homes and your businesses (no matter where you live or how much you make).

Make common sense changes to our tax system. Stop rewarding companies that focus on short term profits and reward long term investments. Stop rewarding companies that move money and jobs overseas instead of creating jobs here. Stop giving tax breaks to those who've already made it. We ought to cut taxes for everyday Americans.

We've got to help families with the new challenges they are facing too. Families today are different than they were fifty years ago. Forty percent of moms are the principal breadwinners in their household -- more than ever before. For families to get ahead, our policies need to match the lives they're living:

For example:

- Universal pre-K, child care. We know the early years are so important (85% of brain function is developed by the time children are five.)...The Chinese just announced they're offering universal pre-k and I doubt it's out of the goodness of their hearts...
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- Paid Family Medical Leave. Right now, you can take time off for an emergency -- a birth, a death, an illness -- but not everyone can afford to do it. You shouldn't have to choose between helping your family in a crisis and earning a living.
- Meet the education challenges of our time. Making sure our kids' education prepares them for the jobs that are actually out there now and will be in the future. And that we make higher education more affordable so people aren't crushed by student debt.

## **WHY YOU?**

Bio points to use:

### ***Mom/kids***

I've been fighting for families my whole life. It started when I was a kid. That's when I began to understand what a rough childhood my mother had had. She'd been abandoned by her teenage parents and shipped off to live with relatives who really didn't want her. It sparked in me an interest in seeing what I could do to help children and I've kept that commitment my whole life.

### ***Faith***

As early as I can remember, my mother taught Sunday school. We're Methodists. And I was imbued with the belief that you should do all the good you can by all the means you can in all the ways you can for as many people as you can...And that really guides me.

### ***Dad/small business***

My dad was a rock rib Conservative. He ran a small drapery business. He was a waste-not want-not, pay-as-you-go kind of guy. My mom and my brothers and I all helped him out from time to time. I learned from my dad just how tough it is to run a small business. (The gender gap started in my home in Park Ridge, Illinois because my dad's vote cancelled out my mom's every time...)

### ***Tenacity***

There are plenty of fights I've taken on that people told me not to take on. But I believe there are fights you don't walk away from...fights you have to fight:

- When Bill was president, we couldn't get health care reform done. But I wasn't going to quit. I went to work with Democrats and Republicans and passed Children's health care
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- When I was First Lady, I went to a major UN women's conference in China, where there were so many abuses of human rights and women's rights. They told me not to speak out. But I wasn't going to be silenced. And I said women's rights are human and human rights are women's rights, once and for all (ALSO similar story on speaking out on LGBT rights as SOS.).
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- When I was a Senator for New York and Republicans blocked funding to help hard hit rural areas, I didn't quit. I got creative. I brought eBay together with community colleges and small businesses to help them design web sites and open their businesses to new markets all around the world.
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- When I was Secretary of State and the Chinese were resisting joining in the sanctions against Iran, I went to Beijing and laid it on the line with their top leadership. They joined us and the

result was the most effective sanctions coalition in history, which paved the way for the current diplomacy.

## **THE CAMPAIGN**

I'm running for President and let me be clear, I'm going to work my heart out. I'm going to fight hard to earn every vote. I'm not taking anything for granted. We're facing some pretty powerful forces. They're not just going to be fighting me. They'll be fighting you. Because we're trying to build an economy where the measure of our success is whether you and your family can get ahead, not just whether CEOs get bigger paychecks or corporations make bigger profits.

This is your campaign. This is your time. I want people to go to [hillaryclinton.com](http://hillaryclinton.com) and sign up today...We're building this campaign in all fifty states and I want everyone to be a part of it.

## **CONTRAST WITH THE REPUBLICANS**

### ***Economy:***

Americans have fought their way back from tough economic times. They've done their part and they're making it work again. But every Republican running for President is still pushing the same old top down policies that crashed the economy and smashed people's lives. We can't let them pull the rug out from under you again.

### ***Social issues:***

I can't believe in 2015, that Republicans running for President still want to deny people who love each other the right to marry. Still don't believe that climate change is real. Still won't give people a path to citizenship. Are still trying to stop people from voting. And still trying to shut down Planned Parenthood clinics and make women drive hours to get basic health care. What century are they living in?

## **FIRST WOMAN PRESIDENT**

It would be an honor to be the first woman President. Of course it would. And it would be an even greater honor to be the President who makes being middle class mean something again and who builds an economy where we measure our strength by how many families get ahead, not just by how much CEOs and big corporations are earning.